

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by e-mail, please send your request to: tradeinvest@dbedt.hawaii.gov

International Notices

Hawaii-Philippine Energy Projects DBEDT Awarded Two Federal Grants

DBEDT's Energy, Resources, and Technology Division (ERTD) was awarded US\$89,426 in two federal grants to continue assisting the Philippine government in the fields of energy efficiency and renewable energy.

The new grants add to earlier grants of US\$66,500 received last year to introduce Hawaii's model energy codes to the Philippines.

The new projects will invite participation of Hawaii firms in collaborative projects with the Philippine government, as well as form joint ventures and partnerships between Hawaii's energy service companies and Philippine firms.

In these two projects, DBEDT will help Hawaii firms continue to gain familiarity with the Philippines market and help promote their technologies, products and services.

Coinciding with the announcement of these two awards, ERTD has released a new book, "Energy Efficiency and Technology Transfer: A Hawaii-Philippines Case Study," which summarizes the results of previous endeavors.

This major study estimates that there is a potential market of US\$655 million in energy efficiency and conservation technology transfer between Hawaii and the Philippines.

Funding for the project came from a major federal grant from the United States - Asia Environmental Partnership Program in conjunction with the Council of State Governments. Its goal was to find the synergies between U.S. technology (especially in Hawaii) and development opportunities in the Philippines.

For more information on this project or to request a copy of this report, contact ERTD at Tel: (808) 586-2352; Fax: (808) 587-3839; or e-mail: jdorian@dbedt.hawaii.gov. It is also available on DBEDT's web site at: www.hawaii.gov/dbedt/ert/pie

EXPOCOMER 2000 Marketing in Latin America

Have you ever considered doing business in Latin America? Central and South America represent huge consumer and institutional markets could provide numerous opportunities for Hawaii's businesses.

EXPOCOMER, one of the largest trade shows in Latin America, will take place March 15-20, 2000, at the Atlapa Convention Center in Panama City, Panama. EXPOCOMER is Latin America's showcase for commerce and is the leading commercial event of the Latin American and Caribbean regions. EXPOCOMER sets the trends in Latin American market places.

The 1999 trade show generated an estimated US\$90.7 million dollars in sales, 487 exhibitors in 19 product categories, and 45,000 visitors (including 17,177 buyers) from 32 countries. In addition, during the trade show, the Panamanian Chamber of Commerce organized several commercial events, including seminars, international trade missions, and many other activities.

Product and service categories:

- Food, beverage, liquor, tobacco
- Toys and hobby equipment
- Pharmaceutical, medical and laboratory products
- Sports
- Graphic arts, educational material
- Clothing, shoes, leather goods
- Jewelry, perfumes, cosmetics
- Interior decoration, furniture, lamps, carpets, drapes
- Industrial raw material
- Construction materials and accessories
- Agricultural products and equipment
- Hardware goods
- Advanced technology
- Crystal ware, household goods and kitchenware
- Services (banks, tourism travel agencies, etc.)
- Electronic goods, household appliances, watches
- Automobiles, bicycles, accessories
- Computers and microcomputers

Hawaii's local contact, Mr. Bill Brophy, principal of Eden Works, and formerly of Panama, is organizing another contingent of Hawaii companies to participate in the USA Pavilion. At the 1999 trade show, Brophy lead a group of Hawaii companies; accompanying were Councilmember Rene Mansho and Paul Rehob,

Executive Vice President – Chamber of Commerce of Hawaii.

According to Brophy, "All types of product and service companies should seriously consider the vast potentials of Latin America. . . Hawaii has the opportunity to market much more than its products."

Paul Rehob made these observations:

1. Panama has a very sound and long-established international banking system and a strong capital base, with the U.S. dollar as legal tender
2. Panamanians as well as other Latin Americans rate Hawaii as the number one vacation destination. Consequently, Panamanian travel agents are seeking travel packages that could service their clients' travel needs
3. Business people are looking for investment opportunities outside the country
4. The developing tourism industry is building resorts and infrastructure expertise is needed; and
5. Many Panamanians send their children to the U.S.A. to study and would be interested in the ESL programs offered here.

Please contact Bill Brophy for more information. Tel: (808) 521-5043; Fax: (808) 262-4375. Interested parties may also refer to the trade show web site at: www.expocomer.com

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and fax it to 587-3388, or send an e-mail message to: tradeinvest@dbedt.hawaii.gov

Report on Shipping Containerized U.S. Agricultural Products to the Philippines

For businesses actively exporting or interested in exporting agricultural products to the Philippines via ocean freight, the U.S. Department of Agriculture (USDA)'s Foreign Agricultural Service (FAS), in conjunction with Shipper and Exporter Assistance (SEA), published the report, "Shipping Containerized U.S. Agricultural Products to the Philippines."

The report provides background information such as:

- ◆ Who are the major shipping firms
- ◆ How perishable products are moved from Asia to the Philippines
- ◆ How shipping firms price their services
- ◆ Maintaining product quality while lowering shipping cost
- ◆ Transshipment ports
- ◆ Internal distribution methods
- ◆ Proper container loading to ensure the best quality
- ◆ Rate data produced by USDA

This report is available through the FAS web site at: www.ams.usda.gov/tmd/Countries/philippines/htm

Taiwan – Earthquake Aftermath

To relay timely information on the status of Taiwan's commercial infrastructure and business environment in the aftermath of the Taiwan earthquake, the American Institute in Taiwan publishes updates via Stat-USA.

For a copy of the report updates, complete the request form and fax it to (808) 587-3388. Subscriptions to this service are available through Stat-USA at the web site address: www.stat-usa.gov

U.S. Customs Web Site

The U.S. Customs Service of the U.S. Department of Treasury has expanded access to U.S. government import and export rulings on via their website at: www.customs.treas.gov

The web site includes:

Rulings & regulations	Informed compliance
Commercial importing	Publications

For additional details, contact the U.S. Customs Service – Honolulu office at Tel: (808) 522-8080.

Japan – Bread Market

The Japan External Trade Organization (JETRO) recently published an article on the import market for bread products.

With the increase in overseas travel as a leisure pastime, the consumers are being exposed to a great variety of bread textures and tastes. When they return to Japan, they seek breads with these same palate-pleasing characteristics. It has resulted in an increased market demand for bread in the Japan market.

In terms of imported value, overall, trade statistics reveal that bread-related imports quadrupled from 1994 to 1998. The imported bread volume in 1998 was 7,180 tons, a 64.4% increase over 1997 numbers. Likewise, the 1998 value at 1,666 million yen (US\$15.1 million) increased 68.7% over 1997 figures.

The top source of bread imports by value in 1998 was the U.S. at 676 million yen (US\$6.1 million), accounting for 40.6% of the total.

The imported bread is showing up in convenience store chains popular with the younger Japanese consumers. Restaurants are also adding new types of bread to their menus.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

World Coffee Production Update

The U.S. Department of Agriculture has published an update on the world coffee production for 1999/00.

Total world coffee exports in 1999/00 are estimated at 82.4 million bags—an increase of 1% from the estimated 1998/99 level of 81.5 million bags. Key upward swings in Cote d'Ivoire, Ecuador, Vietnam, El Salvador, Ethiopia, Mexico, India, and Honduras will more than offset the forecast decline in Brazil exports.

A market overview for the following countries is included in the report:

Brazil	Columbia
Indonesia	Vietnam
Mexico	India
Cote d'Ivoire	Guatemala
Honduras	Costa Rica
Nicaragua	El Salvador
Peru	Venezuela
Ecuador	U.S.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

Japan – 1999 Spring/Summer "Women's Selling Items" Ranked

According to a report by the *Senken Shinbun*, a leading Japanese apparel trade paper, the top five product purchases made by women in Japan this past Spring/Summer season were as follows:

Stand-collar blouses	Color stretch pants
Denim jackets	White Colors
5/8 to ¾ sleeved shirts	

The report examined Spring/Summer purchases and listed the top 20 items.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

Hong Kong - Retailing

Although the Hong Kong retail market was impacted by the Asian financial crisis and Hong Kong's economic recession, the U.S. Foreign Commercial Service reports that U.S. retailers should consider the opportunities this has provided in the Hong Kong retail market for franchising and investment.

With a US\$24,000 per capita GDP and a population base approaching 7 million, the sophisticated and bilingual Hong Kong market offers opportunities for a full range of U.S. products.

The report provides a summary of the Hong Kong retail market in the following areas:

Market profile	Domestic competition
Import market	Distribution
Import and export regime	

For a copy of the report, complete the request form and fax it to (808) 587-3388.

Offers

The below-listed trade opportunity comes directly from the company or trade organization, and DBEDT does not endorse any of these companies or organizations. Please do your own background check before entering into any business negotiation.

Offers to Sell

Korean producer of quartz analog wristwatches is looking for potential Hawaii importers. Wristwatches are under the MECCA brand name, and their production capacity is 20,000 units per month. Contact K.S. Park at Michang Trading Company, Tel: 82-2-471-2436; Fax: 82-2-471-2437.

Taiwanese producer of stainless steel fittings, valves and pipes for industrial and food service applications is looking for potential Hawaii importers / distributors. An ISO-9002 system-certified company. Contact Sandy Wang, Wellgrow Industries Corp., Tel: 886-4-3112576 or 886-4-3151683-4 Fax : 886-4-3112578 Email: wellgrow@ms18.hinet.net Webpage: www.fittings.com.tw

Japanese firm is looking for Hawaii distributors for their line of Picopic products from Japan. Specializing in gift and novelty items, products feature reproductions of high-resolution pictures on beads and buttons. Contact Tadanori Omoto, president, Picopic International, (California) Tel: 213 622-8806 Fax: 213 622-0666 Email: webmaster@picopic.com Webpage: www.picopic.com

India manufacturer of perfumes and cosmetics is looking for Hawaii distributors. Develops new fragrances under private label. Contact Mohammed Farhan, ACO IMPEX, Mumbai, India. email: acoimpex@bom4.vsnl.netin

Israel manufacturer of fine jewelry (gold and diamonds) is looking for Hawaii retailers and wholesalers in these specific locales: Waikiki, Hilo, Kailua-Kona, Kahului, Lahaina, Kaanapali and Kapalua. Contact Yosset Faivish, D.C. Diamonds Ltd., Address: Diamond Exchange, Maccabi Bldg., 10th Floor, Suite 1055, Jobotinsky St., Ramat-gan 52520, Israel; Tel: 972-3-5750078 or 5750952-4; Fax: 972-3-5750955

Worldwide Business Trade Shows,

Conferences, and Trade Missions

1999

December 1-3

Architecture, Construction and Engineering Services Strategic Alliance Seminar and Exhibit.

Toronto, Canada. Organized by the U.S. Consulate General in Toronto to introduce U.S. firms to new business opportunities and potential partnerships in Canada. The program will be held in conjunction with Canada Construct '99 and the Homebuilder & Renovator Expo on Dec. 1-3, 1999. Targets U.S. architectural, construction, and engineering firms offering services to the commercial, residential, institutional, or industrial building sectors and having a strong interest and capability to work abroad. Contact Rita Patlan, Office of the U.S. Consulate General in Toronto, Tel: (416) 595-5421; Fax: (416) 585-5419;

e-mail: rita.patlan@mail.doc.gov

2000

September 4 - 7

Institute of Electronics and Communications Engineers of the Philippines, Inc. (IECEP) 2000, Manila, Philippines. A celebration of its Golden 50th Anniversary. Highlight of the celebration is the international trade exhibition and conference. Exhibition will showcase the latest technologies in the electronic industry featuring telecommunications, networking and the Internet, value-added network and services, broadcast and cable television, multimedia, computers information technology, cellular and trunk radio, land mobile and satellite communications, and other "convergent technologies." Interested parties may contact the PIEC Inc. at Tel: 63-2-759-3262; Fax: 63-2-759-3250; e-mail: piecinc@portalinc.com

Report Request Form

Company: _____ Contact person: _____

Address: _____

Telephone number: _____ Facsimile number: _____

Report(s) requested: _____

___ Taiwan – Earthquake Aftermath

___ Japan 1999 Spring/Summer Women's Items

___ World Coffee Production Update

Other: _____

___ Japan – Bread Market

___ Hong Kong - Retailing

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